



Director of Development (Maternity Cover)

Application Pack

March 2025

Introduction

“A paradigm of what a regional theatre should be.” – Stephen Sondheim, 2020

Thank you for your interest in The Watermill Theatre and our Director of Development position. We are a regional powerhouse in the world of theatre, creating new work from our beautiful, historic mill building in Berkshire, with strong relationships with significant local philanthropic partners, and a large and engaged audience of supporters.

We are looking for someone who has a passion for the theatre we produce, although your experience might come from the wider cultural sector, or indeed the wider not-for-profit sector. What is important is your ability to communicate a compelling story about the audiences and communities we reach to excite our current supporters and engage new donors. The Development Director is responsible for implementing and driving creative and target-driven fundraising initiatives to attract a wide range of support.

Experience in driving individual philanthropy and trust and foundation fundraising will be key

to this role. The post holder will line manage the Development Officer, and together they will steward and cultivate relationships with donors and facilitate excellent stewardship and stakeholder management in collaboration with the senior leadership team.

The role of Development Director (Maternity Cover) is key to our exciting future plans, as part of our senior leadership team, working with our Executive Director, and closely with a trustee body which includes a number of individuals who have recently joined, and the support of other senior ambassadors who can provide development expertise.



About Watermill Theatre

Our goal is to make theatre that is surprising, inventive and exciting, and to make it for everyone. Our artistic programme features new writing, musicals, Shakespeare and classic plays alongside a crucial and extensive outreach offering. We have a well-established track record of touring and transferring productions, with recent examples including *The Lord of the Rings* (Chicago, Auckland, Australia), *Calamity Jane* (UK Tour), *Spike* (UK Tour) and

Amélie The Musical (West End and UK tour). And to top this all off, we were awarded the title of The Stage's **Theatre of the Year 2024**.

The theatre also runs the Riverside Restaurant and Bar from the beautifully converted 18th century barn, situated adjacent to the theatre. Our restaurant serves fresh, home cooked dishes for pre-theatre audiences as well as catering for special events including parties, wedding receptions, meetings and seminars.

Under the leadership of Paul Hart as Artistic Director/CEO and Claire Murray as Executive Director/CEO, The Watermill Theatre has met the challenge of an Arts Council England cut head on. The company continues to respond to the needs of its communities, champion emerging artists and produces an ambitious programme of 7 shows a year. The business model has evolved and income has grown from both ticketing and commercial activities. As an organisation that now receives no statutory funding, fundraising makes a vital contribution to the theatre's annual budget. The successful candidate will be working with Paul and Claire to build on the success of the last three years, developing new relationships with trusts and individuals; exploring potential business sponsorships and partnerships; providing excellent stewardship to established donors and supporters; growing the membership scheme;

delivering outstanding events and working closely with the senior team to ensure the company continues to achieve its ambitions for the work, for audiences and for communities.

If you require this information in an alternative format, or would like any other assistance, please contact our Theatre Administrator at admin@watermill.org.uk / 01635 45834.

Development at The Watermill

As an organisation who lost £450k of annual Arts Council England funding in 2022, the Development department at The Watermill has undergone significant growth and development in the last few years. With an annual income target in excess of £600k, we enjoy excellent relationships with a large number of local trusts, and several major trusts & foundations who came forward to provide multi-year core funding in the wake of the ACE funding loss. Many of these multi-year agreements are now coming to an end, so our focus is on securing continued core support, including developing relationships with new trusts and foundations. In 2024 we reinvigorated our membership schemes, launching a new range of philanthropic membership options at increments that enable us to maximise donations and ensure donor progression. These new membership schemes have been hugely successful, and our focus is now on growing the Friends numbers, and on increasing major donors.



Alongside these membership schemes we have refreshed and refocused our events programme – increasing income generating events in number and financial contribution, while ensuring they reflect our work and values, alongside creating a programme of cultivation and members-only events, to strengthen relationships with donors.

While the Director of Development (maternity cover) will take the lead role for fundraising at the Watermill, they will be supported by an Executive Director who joined in summer 2021, and whose own background is as a successful Communications and Fundraising Director for a large regional producing theatre. We have a growing body of trustees, many of whom are active donors to the theatre and bring local networks, as well as recent trustees who still support us through sharing their professional fundraising expertise.

An Inclusive Workplace

The Watermill Theatre is committed to equal opportunities for all.

We believe that a diversity of perspectives enriches our work and we have an equality of opportunity approach that aspires to give everyone the chance to achieve their potential.

We particularly welcome applications from individuals whose background and experience are currently under-represented among our staff, including d/Deaf and disabled people, and those who identify as ethnically and culturally diverse. **Please indicate in your application letter if you identify as d/Deaf, disabled, or ethnically/culturally diverse.** We are a Disability Confident Committed employer and as such we will offer an interview to any candidate who identifies as deaf or disabled and meets the minimum criteria. We actively encourage applications from people from a variety of backgrounds. We also encourage people who don't necessarily meet these criteria but believe they could challenge our thinking and ensure the theatre's future resilience.

We aim to have a diversity of perspectives represented across the organisation and to monitor our progress in this area we ask all applicants to complete a confidential **Equal Opportunities Monitoring Form** alongside your application. This information will be used to enable us to continue to develop policies and procedures regarding diversity and to submit required data to our funders and our trustees. **The information you supply will not be made available to anyone, including recruiting managers, in any form other than anonymous data.**





Main Purpose of the Job

The Development Director (Maternity Cover) will be responsible for leading and managing the Development team to generate annual revenue income of over £600,000. They will be delivering against a strategy which has brought significant income growth and deeper engagement over the last three years. The department is in a strong position and the key objective for the post holder will be to continue to strengthen relationships with existing core funders, strategically forge connections with, and make applications to, new core funders; continue to expand the benefactor and major donor pool and oversee a thriving events programme.

Main Duties of the role

Specific

- Oversee the development strategy and the delivery of fundraising activity to generate contributed income, as outlined in The Watermill Theatre business plan.
- Collaborate with the Executive team and harness the support of Trustees to maximise the potential of their experience, knowledge and contacts.
- Embed a fundraising culture by articulating the case for support and collaborate with

colleagues to engage them in fundraising and identify future funding opportunities.

- Develop and be accountable for the continued growth and retention of trust and foundation, corporate partnership and individual giving income.
- Ensure excellent donor and stakeholder stewardship through a planned programme of high-quality communications and events.
- Lead the stewardship and growth of the individual and major giving portfolios – growing newly established membership programmes and proactively engaging in prospecting for new donors.
- Take a data-led approach to driving fundraising campaigns, monitoring and evaluating campaign results to inform future decisions and strategy.
- Craft compelling funding applications and proposals which both leverage a growth in new trust and foundation and corporate income and support The Watermill to deepen its reach and impact.
- Line manage, motivate and develop the Development Officer, supporting them to take responsibility for specific donor campaigns and giving streams.
- Manage the fundraising budget, controlling expenditure and maintaining fundraised income.
- Be responsible for monitoring income, expenditure, and reporting to the Executive Director including preparing reports for the Board.



General

- Represent the organisation at events and receptions, as required.
- Contribute to creating a positive and inclusive working environment, underpinned by the organisation's values.
- Take accountability for the safety of yourself and others, in line with our Health & Safety Policy.
- Comply with all legal requirements relating to the General Data Protection Regulation (GDPR).
- Contribute to our environmental sustainability goals.
- Carry out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of the post.
- Undertake relevant training and development, as required

Who we are looking for

We are looking for an individual who has a proven ability to lead a development department in a cultural or social impact setting, and who shares our passion for engaging audiences with outstanding new theatre. You will be someone who is ambitious to join an organisation with an established development department where you can make a significant impact.

This position may well be your first Director of Development role, or you could be leading a development function in the wider charity sector background and looking to move to the cultural sector. What is important is your ability to communicate the story of our outstanding creative work and its impact on audiences to our supporters, and your ability to enable your colleagues to do the same.



Person Specification

Essential

- Experience in individual philanthropy in the cultural or social impact sectors, including building relationships with major donors
- A proven track record of successful core funding applications to major trusts and experience of cultivating and stewarding relationships with key stakeholders.
- A passion for and ability to communicate our creative programme to a wide range of stakeholders
- Excellent written communication skills, particularly in creating compelling approaches to major donors
- Ability to build development plans and pipelines, and an understanding of how they contribute to wider organisational planning
- A collaborative approach to working with senior colleagues and ability to enable and inspire all colleagues to be effective fundraising ambassadors
- Ability to organise and prioritise, work well under pressure, adapt to new situations and meet deadlines with accuracy and attention to detail.
- An approachable and diplomatic communicator with those at all levels, including excellent negotiation and persuasion abilities.
- Good IT skills, including working knowledge of Microsoft Office Word, Excel, Outlook.
- Proven management experience with a track record of leading and developing teams.
- An understanding of the wider cultural funding landscape.

Desirable

- Proven experience of leading on and coordinating successful events.
- Experience of using a CRM system.
- Aptitude for using systems to manage, monitor and evaluate data.
- Experience within the arts, education or charity sector.

This job description is indicative of the responsibilities and duties associated with this position. It is neither restrictive nor inclusive and The Watermill Theatre reserves the right to make reasonable changes.

About the Role

Role title: Development Director

Contract: Maternity Cover (1 Year)

Reports to: Executive Director

Salary: c£45k

Other benefits: Contributions to Employer's Workplace Pension Scheme (5%), Free Parking, Discount in restaurant and bar, two complimentary tickets per production, flexible working.

Working hours: Nominal average weekly hours are 40 (excluding lunch) worked between the hours of 9am and Midnight Monday to Friday. In addition, there may be some evening or weekend work to fulfill this role. Time off in lieu will be given for hours worked over 40 in a week.

The Watermill offers flexible and remote working and would be willing to explore options with the successful candidate. We are open to receiving applications proposing to undertake the role as a part of a job share.

Holiday: 5.6 weeks including public holidays

How to Apply

Please send us the following:

- A cover letter (no longer than 2 sides of A4) evidencing the experience you bring relating to these key essential criteria:
 - Experience in individual philanthropy in the cultural or social impact sectors, including building relationships with major donors
 - A proven track record of successful core funding applications to major trusts and experience of cultivating and stewarding relationships with key stakeholders.
 - A collaborative approach to working with senior colleagues and ability to enable and inspire all colleagues to be effective fundraising ambassadors
 - Proven management experience with a track record of leading and developing teams.
 - Finally, please share more about your motivation to apply for this position with Watermill Theatre.
- Your CV
- A completed **Equal Opportunities Monitoring Form**.

If we can support your application by offering an alternative format, please do let us know. Likewise, we want to ensure interviews are as accessible as possible, so please do let us know in your application if there is anything we can do to support you.

Applications should be sent to Jess Martin at admin@watermill.org.uk, or by post to:

Theatre Administrator
The Watermill Theatre
Bagnor

Newbury
Berkshire
RG20 8AE

Application Deadline
Wednesday 9 April 12pm

First Interview 14/15 April

